

# Primedia Outdoor launches its powerful LED in Lagos

Issued by [Primedia Outdoor](#)

19 Sep 2019

Following the unveiling of the powerful 3m x 12m video wall in Lagos's busiest shopping mall, Ikeja City Mall, Primedia Outdoor has recently launched its new impactful 4.5m x 18m roadside LED along Oworonshoki Expressway, Nigeria - marking its position in this dynamic city.



With a 23% increase in traffic volume over the past three years, Oworonshoki Expressway serves as the main link between the commercial capital of Lagos and the rest of Nigeria. According to the Federal Road Safety Commission (2014), this highway is the busiest inner-state route in Nigeria, with an average of at least 6.1 million vehicles per month.

Lagos State is the second most populous State of Nigeria with 12.5 million residents (NBS 2016 Projection) and accounts for 10% of the country's GDP. Furthermore, Lagos City is the most populous urban area in Nigeria and one of the fastest growing cities in the world.

Tamara van Eeckhoven, Chief Operating Officer of Primedia Outdoor Rest-of-Africa, believes this landscape digital billboard will offer brands a quick and flexible solution to target consumers. "Our new highway LED places us in a great position to deliver dynamic and targeted advertising solutions. We are pleased with this new addition to our digital holding, which significantly offers high-resolution and flexible displays at a strategic location," she said.

Primedia Outdoor's LED is of the highest quality hardware available and the newest addition in Lagos, where the average age of roadside LEDs across the city is more than five years old. The introduction of this exciting LED joins Primedia Outdoor's growing collection of 45 roadside digital billboards across nine highly sought-after African markets.

## **About Primedia Outdoor**

*Primedia Outdoor is the premier provider of out of home media solutions within Sub Saharan Africa. A Level 1 BBEEE contributor, Primedia Outdoor is currently the largest wholly South-African-owned outdoor advertising media specialist offering national outdoor exposure throughout South Africa and high reach in key markets in rest of Africa. Primedia Outdoor offers flexible coverage of the entire LSM/SEM spectrum, targeting cosmopolitan consumers in major urban areas through to those living in rural communities.*

*Primedia Outdoor delivers exposure across a mix of media opportunities and audience environments, including high-end digital signs, airport advertising, freeway and suburban spectaculars and street furniture, as well as static advertising and digital screens in malls. Since 2018, the Primedia Unlimited Malls business unit has been integrated into the Primedia Outdoor stable. With the integration, Primedia Outdoor's total media offering makes major retail and brand platforms accessible to advertisers, offering media solutions that integrate shopper connections during the path to purchase journey.*

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